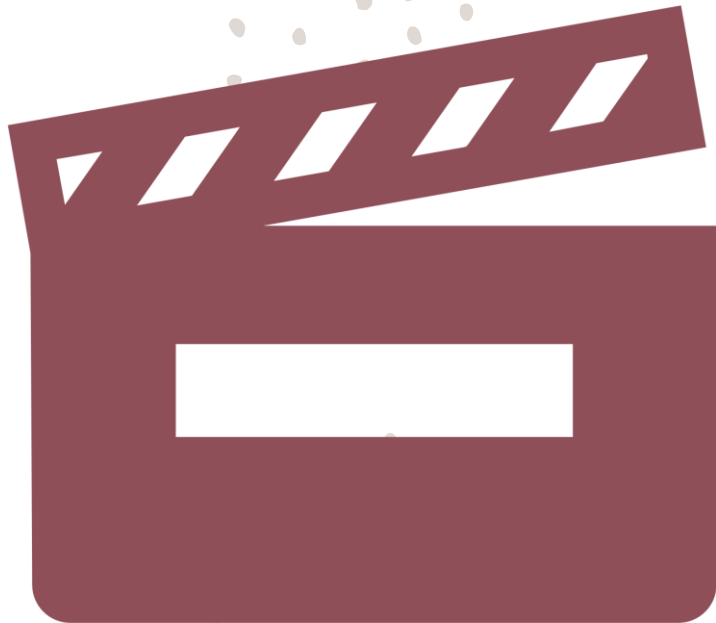




# **Rockbuster Stealth Project Data Analysis**

- A N K I T A   B S

# PROJECT OVERVIEW



- **GOAL** : To help Rockbuster Stealth LLC with the launch strategy for the new online video service.
- **Motivation**: Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.
- **Objective**: Analyse the data and answer the important business questions regarding sales, revenue and customer behaviour in order to achieve the business goal.
- **Tools Used**: Excel, SQL, Tableau, ERD, PowerPoint

# Key Questions



- Which movies contributed the most/least to revenue gain?



- What was the average rental duration for all videos?



- Which countries are Rockbuster customers based in?



- Where are customers with a high lifetime value based?



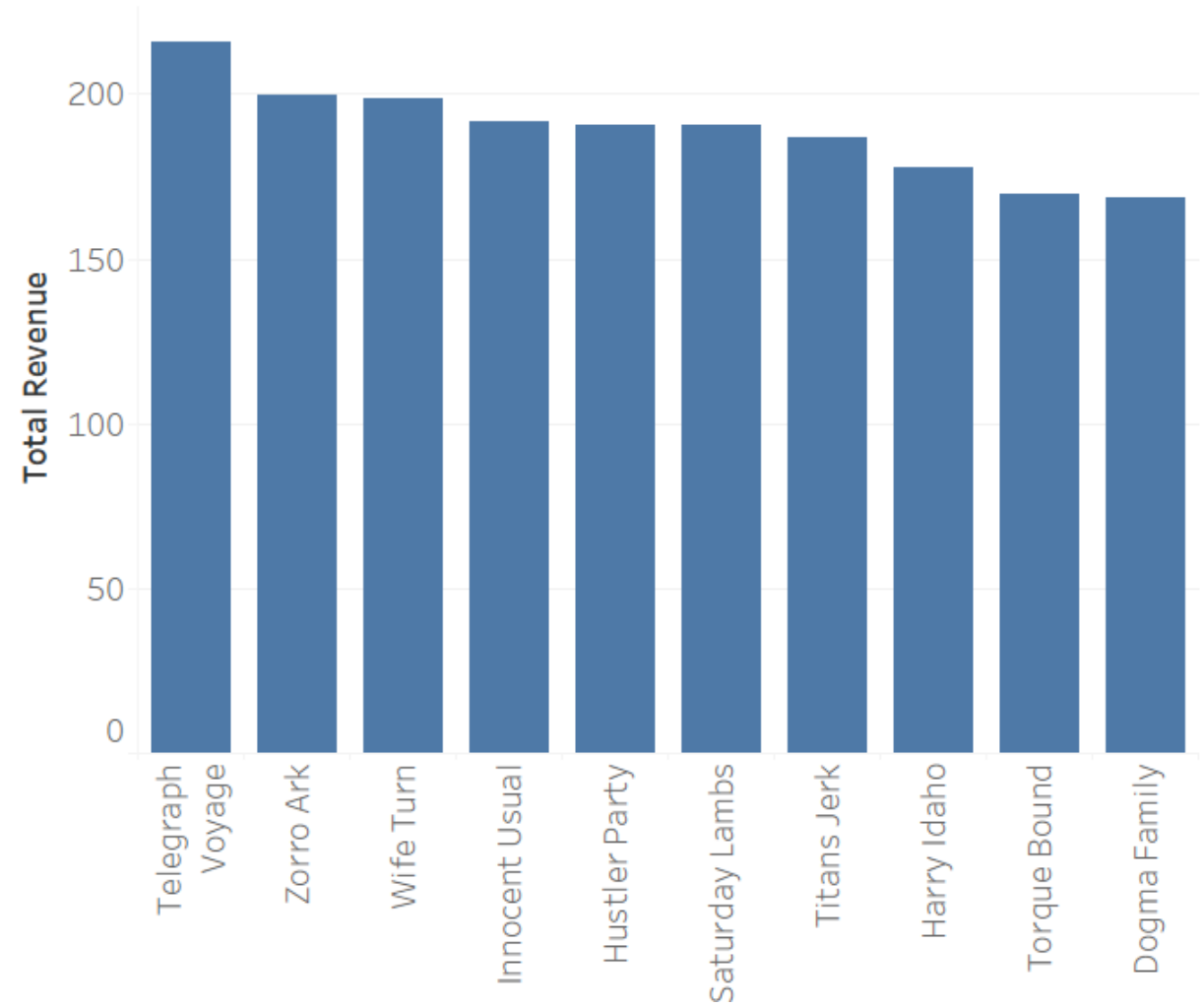
- Do sales figures vary between geographic regions?



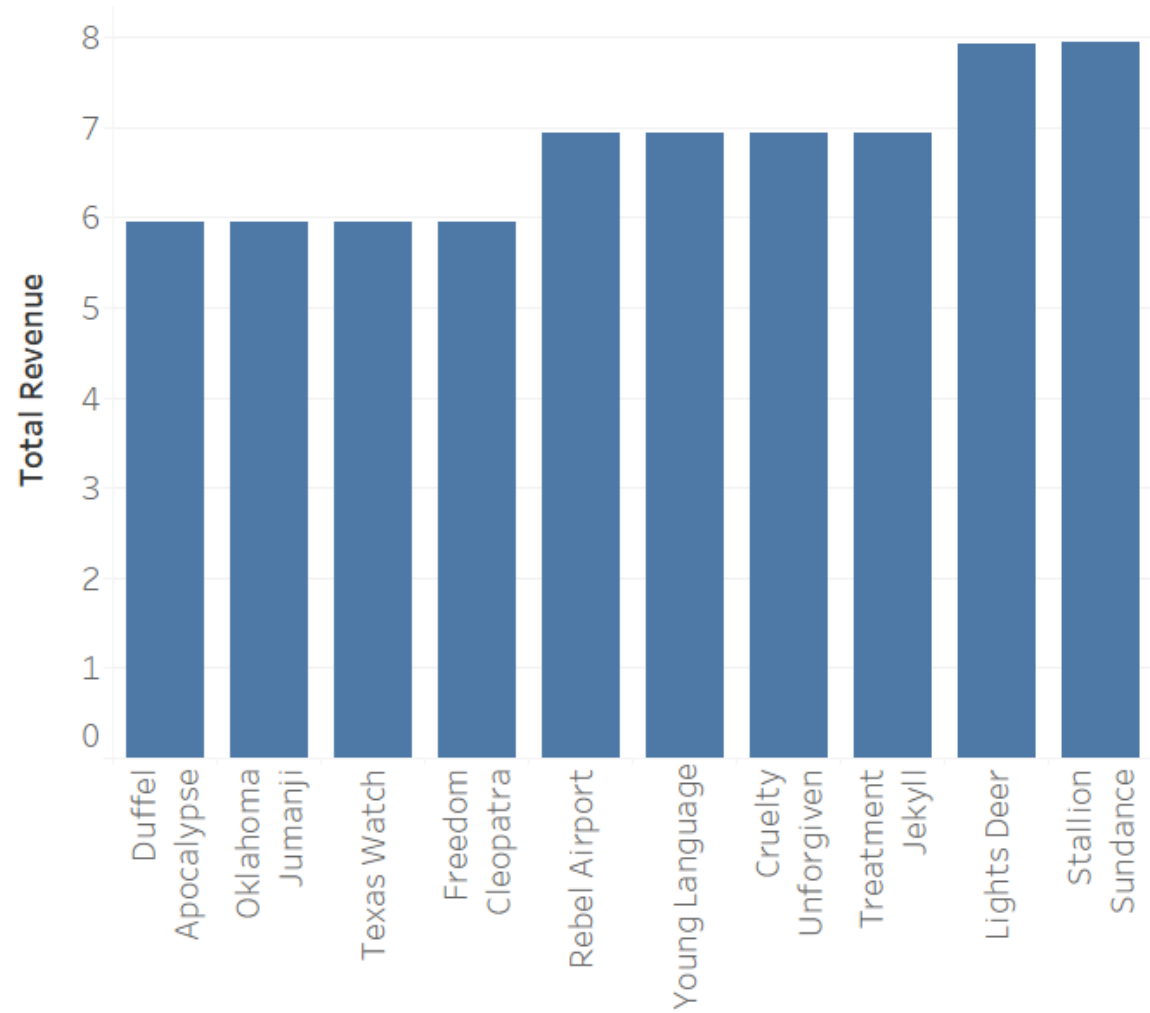


# Which movies contributed the most/least to revenue gain?

Movies with most revenue gain



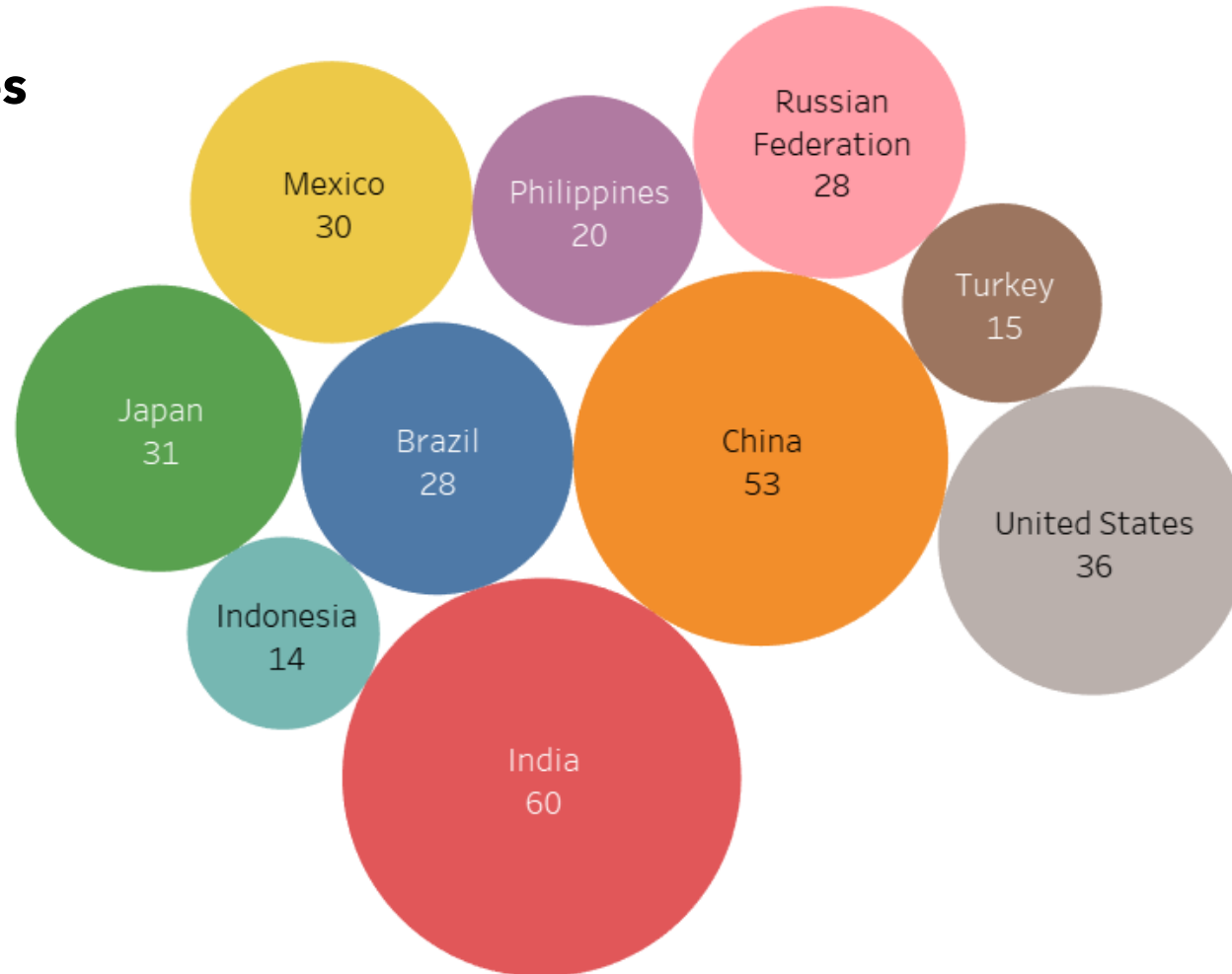
Movies with least revenue gain



# Which countries are Rockbuster customers based in?

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## Top 10 Countries

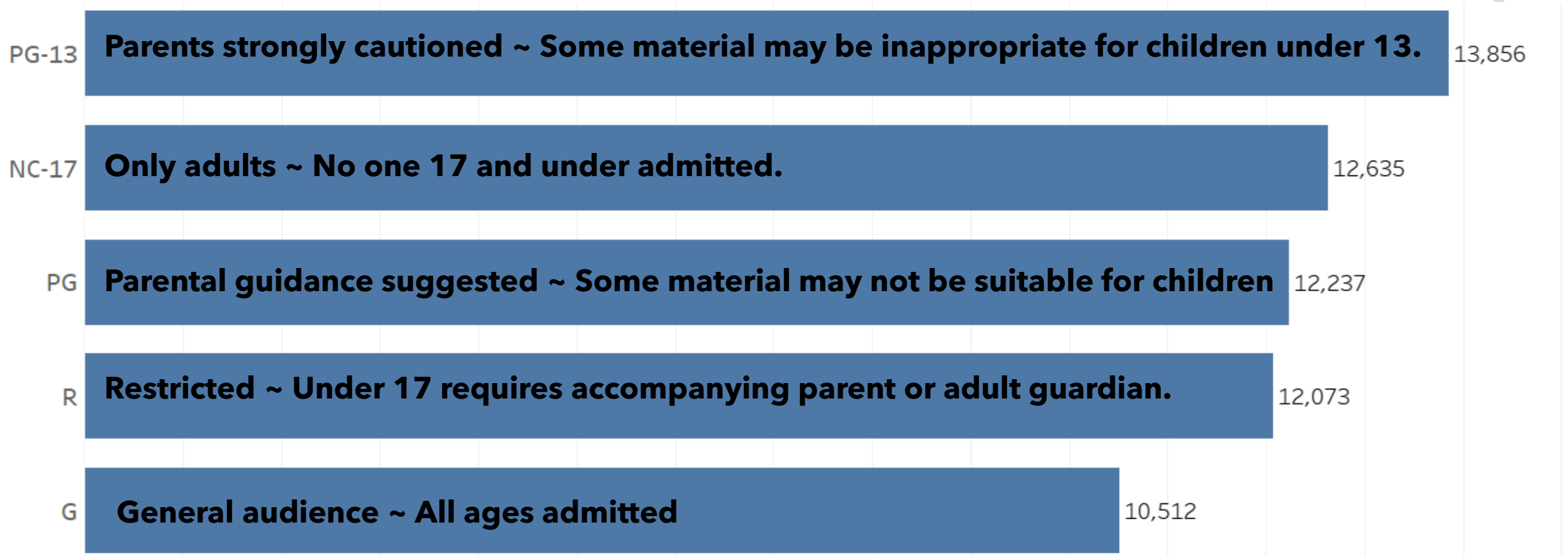


# Sales By Genre

Sports 7.979%	Comedy 6.528%	Games 6.397%	Family 6.169%	Documentary 6.116%	
Sci-Fi 7.072%	New 6.469%	Horror 5.547%			Travel 5.264%
Animation 6.924%	Action 6.445%				
Drama 6.717%	Foreign 6.417%	Children 5.398%	Music 5.010%		

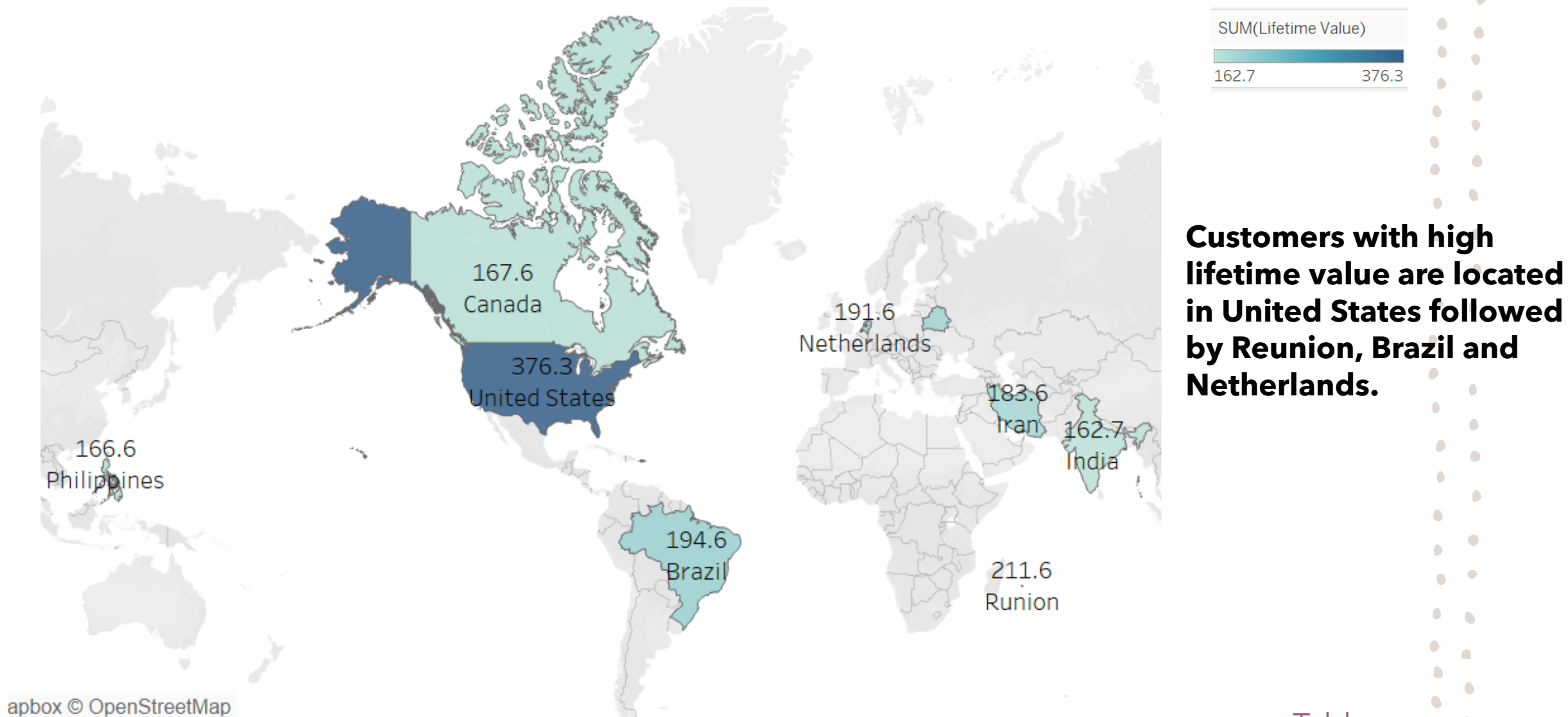
The top 5 genres are Sports, Sci-Fi, Animation, Drama & Comedy

# Sales By Rating



**PG-13 followed by NC-17 rated movies generate the most revenue.**

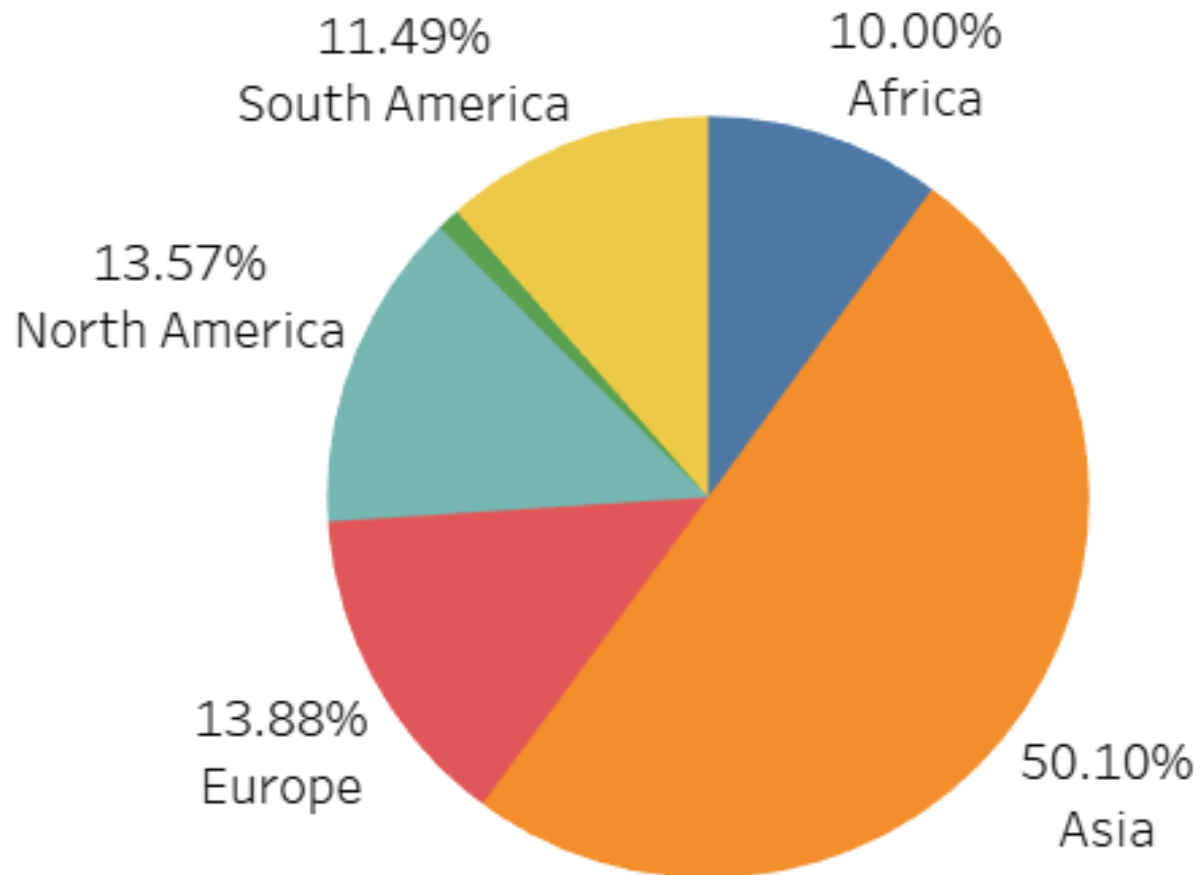
# Where are customers with a high lifetime value based?



**Customers with high lifetime value are located in United States followed by Reunion, Brazil and Netherlands.**



# Do sales figures vary between geographic regions?



**Asia contributes highest with nearly 50% of the total revenue followed by Europe and North America and Oceania contributes the least.**



# Key Insights



The average rental duration is 5 days.



The most popular movie category is PG-13.



Our database includes 599 customers across 108 countries.



There are 1000 movies distributed across 20 genres.



Rental rates are almost evenly distributed between \$0.99, \$2.99, and \$4.99, with average being \$2.98.

# Recommendation

## Geographic Market Expansion:

Top Regions: Asia (50.10%), Europe (13.88%) and North America (13.57%) are the strongest revenue drivers. Loyalty programs in these regions can solidify customer retention and could yield substantial returns.

Underperforming Regions: Consider strategies to boost revenue in regions like Oceania and Africa, which currently have lower revenue contributions.

## Focus on Top - Performing Genres :

Since PG -13 and NC - 17 rated movies are the highest revenue generators, Rockbuster should promote movies with these ratings.

Additionally, exploring why G -rated movies generate less revenue could lead to strategies to boost their performance.

## Targeted Marketing by Rating:

High revenue generating genres like Sports, Sci -Fi, Animation, Drama, and Comedy should be expanded and promoted.

## Enhance Customer Experience:

Focus on high lifetime value customers in countries like Reunion, the United States, and Brazil to deepen customer relationships and retention.